

WHAT IS CLAIMED IS:

1. An image forming apparatus, comprising:
 - an image carrier;
 - charging means for charging said image carrier
 - 5 and residual toner on said image carrier;
 - charging bias applying means adapted for regulating a charging bias applied to said charging means;
 - electrostatic image forming means for forming
 - 10 an electrostatic image on said image carrier charged by said charging means;
 - developing means for collecting the residual toner on said image carrier and visualizing said electrostatic image;
 - 15 developing bias regulating means for regulating a developing bias applied to said developing means;
 - image ratio calculating means for calculating an image ratio on the basis of the electrostatic image formed on said image carrier; and
 - 20 regulating means for regulating a contrast potential between the developing means collecting the residual toner and said image carrier on the basis of a calculation result of said image ratio calculating means.
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2. The apparatus according to claim 1, wherein said regulating means regulates the charging bias

applied by said charging bias applying means.

3. The apparatus according to claim 1 or 2,
wherein said developing means has a magnetic brush
5 comprising at least magnetic carriers and toner and
said magnetic brush is in contact with said image
carrier.

4. The apparatus according to claim 3, wherein
10 a surface rotational moving direction of said image
carrier differs from a rotating direction of the
developer carrier carrying said magnetic brush.